

TFWA announces further details of TFWA Asia Pacific Live networking event

TFWA has released updated information on the newly announced networking event taking place in Singapore May 9th to 11th, named TFWA Asia Pacific Live.

As networking is the focus of the event, delegates and participants will have a number of opportunities to meet and connect with one another, starting with formal meetings.

Onsite business meeting facilities will be available from 10.30am to 12.30pm and 2pm to 6pm on Tuesday, 10th May and from 9.30am to 12.30pm and 2pm to 5pm on Wednesday, 11th May, and a dedicated area of the venue's foyer on Level 5 of the MBS complex will be configured for more informal discussions. The TFWA ONE2ONE meeting service will be available to help facilitate.

Delegates will be able to choose from six workshops taking place throughout the event, with an opening session from 9am until 10.30am. The opening session will include addresses from TFWA President Erik Juul-Mortensen and keynote speaker Dr Ayesha Khanna, an expert on big data and the application of AI in retail and other sectors.

One topic offered in the workshop programme will be digital transformation in Asia, led by the authors of a recent report on the subject by Meta and Bain & Company.

TFWA and APTRA will together offer APTRA Exchange on 10th May at 4 - 6pm, focusing on topics of particular interest to the region.

Singapore has recently made visiting the country easier with the opening of new Vaccinated Travel Lanes (VTLs), offering vaccinated travelers with low infection rates the ability to enter without quarantine, and with only an unsupervised self-swab antigen rapid test (ART) within 24 hours of entering the country.

Erik Juul-Mortensen, TFWA President, stated: "The TFWA Asia Pacific Live networking event will provide the industry with the opportunity for in-person networking that it has been calling out for over the past two years. We understand that there is a huge need to build and maintain relationships in-person and we want to make sure there are ample facilities in which essential business-building conversations can take place. Our ONE2ONE service will ensure that people are able to physically meet with selected contacts in dedicated meeting rooms.

"We also recognise the importance of offering strong learning elements to attendees, providing a foundation for a strong understanding of the changing dynamics of the market and how these will benefit, as well as challenge, our industry going forward. We feel confident that the à la carte workshops held over the course of the event will allow us to achieve this. Our thanks to our friends and partners in Singapore for helping us to bring our industry together once more."

Online registration to the event will open shortly, via email to visitors@tfwa.com.